

Code No. 9100

FACULTY OF MANAGEMENT

MBA III – Semester Examination, May / June 2017

Subject: Product and Brand Management

Elective – I - Marketing

Course No. 3.6.1 (M)

Time: 3 Hours

Max. Marks: 80

Note: Answer all the questions.

PART – A (10x2 = 20 Marks)

[Short Answer Type]

1 Write short notes on the following:

- a) Product line
- b) Product modification
- c) Brand rejuvenation
- d) Product portfolio analysis
- e) Risk return analysis
- f) Proto type product
- g) BRANDAID model
- h) Demand analysis
- i) Market testing
- j) Product assortment

PART – B (5x12 = 60 Marks)

[Essay Answer Type]

- 2 a) Explain the product modification and deletion in product decision.
OR
b) Explain the various brand positioning strategies.
- 3 a) Explain the models of new product development.
OR
b) Describe the different diversification strategies.
- 4 a) Distinguish between product Maps and Market maps.
OR
b) Explain the role of Pro type product in new product introduction.
- 5 a) Explain the terms DESIGNER and PREFMAPS with suitable example.
OR
b) Explain the role of demand analysis in marketing segmentation analysis.
- 6 a) Explain the principles of product launching.
OR
b) Explain the role of organization for product management.
